

WHAT IS CLAIMED IS:

1. A vehicle wheel weight comprising:
 - a mass portion of a nonlead material configured as a strip having a plurality of weight segments;
 - 5 adjacent weight segments being separated by a transverse groove defined in said strip, each of said grooves being configured so as to provide a web of reduced width thickness, said web flexibly interconnecting adjacent segments;
 - 10 an adhesive at a back surface of said strip to permit attachment of said strip to a vehicle wheel; and
 - a release liner located on said adhesive to protect said adhesive prior to use.
- 15 2. A vehicle wheel weight as set forth in claim 1, wherein said adhesive is carried by a double-sided tape.
- 20 3. A vehicle wheel weight as set forth in claim 2, further comprising a release liner pull tab extending from an end of said strip.
4. A vehicle wheel weight as set forth in claim 1, wherein said strip has between two and twelve segments inclusive.
- 25 5. A vehicle wheel weight as set forth in claim 1, wherein said reduced thickness web has a thickness no greater than approximately 20 thousandths of an inch.